

Our Christmas Gift Shop
Useful Gifts and Novelties are featured in this new and interesting section on 3rd floor.

HEARN
Fourteenth Street
ESTABLISHED 1827
West of Fifth Avenue

See Gravure Picture Section of today's paper for our full page Christmas advertisement.

Let's all try for a Merry Christmas

THE SPIRIT OF THE TIMES FINDS EXPRESSION HERE IN UNUSUAL VALUE-GIVING

Bring the Children to see Santa in the Toy Dept. on Fourth Floor.

NEED for careful spending superseding the lavish outlay of recent years brings fresh realization that Hearn's wise policy meets the new conditions Day by Day according as the wholesalers lower their prices in various lines.

Here, Cash-purchasing power, low rents and moderate profits give special money saving values to customers. To this is added one family's successful experience in merchandising covering ninety-three years and still under the daily management of the same family.

Following on Sale both Monday and Tuesday

GIFT FURS

Amazingly Reduced

Many who had not planned on giving furs will undoubtedly be inspired to do so on reading this list of splendid values, which make the purchase of fine furs so much less expensive than they had supposed possible.

FUR COATS

195.00

Were \$275.00

Beautiful coats with the fashionable ripple back and big shawl collar are the offering at this price. One luxurious fur dolman is in the lot, a veritable prize for the early shopper.

Dyed Skunk Animal Scarfs—Open animal-lined with satin matching muff of same price—were \$29.97.....**19.75**

Nutria Scarfs—were \$29.97.....**19.75**

Muffs to match—were \$27.97.....**15.75**

Muffs—Kit or black cone—were \$9.97 and \$10.97.....**7.50**

Hudson Seal Neckpieces—Dyed Muskrat—lined with crepe de chine—were \$55.97.....**36.50**

Skunk Scarfs—muff to match at same price—were \$75.00.....**52.50**

Beaver Scarfs—were \$85.00.....**59.50**

Muffs to match—were \$59.97.....**39.50**

Mink Scarfs—two skins—were \$65.97.....**46.50**

A Happy Gift

Is One That Combines Utility and Beauty

Here is a group of "suggestions" rich in both these qualities, and each article moderately priced.

Sewing Sets and Novelty Pin Cushions in a splendid assortment

.23 to 1.74

Large assortment of Novelty Baskets, and Boxes suitable for sewing and other articles, including sweetgrass and many other materials. From the simplest to the most elaborate—

.74 to 20.00

A modern woman uses a smart little Sewing Tray. These come fitted with thread and other sewing needs—were \$84.....**.67**

Glove and Handkerchief Boxes

.74

Were .97

Leatherette with illuminated corners—blue and brown.

All the needs so essential to a Dainty Woman's Dressing Table.

Clever powder jars—both great and small. Adorable little pin cushions. Ladies' handsome picture frames for "his" picture. Beautiful brocade glove and handkerchief boxes. Also dainty hand-painted silk handkerchief holders.

Fancy coat hangers. Sofa cushions, in endless fascinating designs. Scarfs, etc., etc., etc.

.50 to \$2.00

Children's

Stamped Dresses

1.34 to 3.74

Were \$1.54 to \$4.67

White and colored—sizes 6 months to 8 years—a few of each style.

Leather Sport Coats

Special 69.74 and 79.00

Caps to Match 3.97 and 6.97

These new arrivals in Coatland are as chic as Paris can make them and as warm as fur coats. At the lower price is a tan leather coat with yoke front, and self-tone woolen lining. At the higher price is a blue suede coat with stunning plaid wool lining.

Clearance Sale

Women's and Misses' SUITS

We have grouped these suits in two lots and priced them at such bargain values that every one who buys may congratulate herself on saving a nice sum for Christmas as well as on possessing a very smart suit for wintry weather.

GROUP I.

80 Suits

28.50

For Women and Misses

Were \$39.75 and \$42.75

MATERIALS are velour, serge, silvertone and tricotine. **MODELS** include straight line and belted styles, all lined with silk and interlined.

COLORS—black, navy, tan, brown.

Not All Styles in Every Material or Color

GROUP II.

Misses' Suits

25.00

Were \$37.50

Lace Camisole Tops

.47

They are of Val and various fancy cotton laces and are all ready to whip on the silk, batiste or any dainty material you select. Many pretty designs, with points, edges and insertings, run with pink or blue ribbon, suggest useful, pretty gifts at little expense or effort. Sold in Gift Shop & Lace Dept.

Special Values in Brown Laces

Brown Radium Lace

Allovers

Were \$2.79 **2.00**

Brown Lace Flouncings

Were \$2.79 **2.00**

Fashion now extends her fondness for brown to laces, and among the smartest dinner and evening gowns planned for winter social affairs and for Southern resort wear are those brown lace

Assortments in black, navy, white—Shantung may also be had at these prices.

Silk Jersey Top Petticoats

3.75

Were \$5.65

Useful, pretty gifts may be selected from the numerous models at this price. Colors are black, taupe, navy blue, Russian green, magenta, French blue, gray, purple or brown changeable flounces.

Special for Monday and Tuesday



Beacon Cloth Robes

7.58

Were \$10.94

A variety of handsome models in light and dark colors with two and three-tone designs. Styles with or without collar. All are beautifully trimmed with satin.

Sizes 36 to 46

Gift Handkerchiefs

Every Sheer Attractive Kind That You May Want to Send to a Woman, a Man or a Child.

Men's silk h'd'k'f's, plain hem—

Each **.18, .78, .96 to 3.14**

Men's silk, colored border—

Each **.78 to 1.17**

Men's silk initial—

Each **.48, .78 to 1.24**

Men's all linen, plain hem—

Each **.54, .60, .96 to 1.47**

Men's all linen, initial—

Each **.54, .74, .96**

Men's all linen, hand emb'd initial—

Each **1.34**

Men's all linen, colored—

Each **.97 to 1.47**

Men's initial corded border—

Each **.14**

Men's colored, woven border—

Each **.12**

Men's initial—

Each **.24**

Boys' white or colored initial, also colored border—

Each **.24**

Boys' initial—

Each **.24**

Boys' silk initial or colored border—

Each **.28**

Women's all linen, machine of hand emb'd corner—

Each **.74, .97, 1.24 to 1.47**

Women's all linen, plain hem—

Each **.21, .35 to .54**

Women's all linen, initial—

Each **.28, .47 to .54**

Women's all linen, Val or Venise Lace—

Each **.97, 1.24, 1.47 to 2.97**

Women's crepe de chine—

Each **.21, .35, .38 to .97**

Women's all linen, colored, hand emb'd—

Each **.48**

Women's white or colored emb'd corner—

Each **.48**

Women's white or colored emb'd corner—

Each **.78, .97, 1.24 to 1.97**

Children's h'd'k'f's—3 in a box—

Each **.97, 1.24, 1.47 to 3.14**

Children's h'd'k'f's—6 in a box—

Each **.67 to .96**

Children's h'd'k'f's—

Each **1.10**

Children's h'd'k'f's—

Each **1.14 to 1.47**

Men's initial—

Each **1.00 and 1.24**

Women's initial—

Each **.87 and 1.14**

Women's white, emb'd corner or colored—

Each **.24**

An Umbrella

Makes a Christmas Gift Appreciated by Any One

Here are two specials from which you can choose an umbrella for a woman, man or child.

Men's and Women's Gloria Umbrellas

5.50

Were 7.27

Colored Silk Umbrellas

9.50

Were \$11.67

Fancy ring bakelite handles

Children's School Umbrellas

1.47 to 5.07

Men's Walking Sticks

1.47 to 11.67

Splendid Holiday Assortment.

A Child Loves to Carry a Cane

Prices range from

.47 to 2.97

Warm Underwear for Children

In large assortments at special prices suggests useful gifts.

Children's Knit Night Drawers—

With feet—1 to 5 years—

our reg. **\$1.68 and \$1.96... 1.38**

Flannelette Billiebirdie Pajamas—

Good quality—braided trimmed—

6 to 16 years—

our reg. **\$3.28... 1.97**

Children's Cambric Drawers—

embroidery or lace trimmed—

1 to 16 years—

our reg. **.96... .48**

Misses' Flannelette Bloomers—

White and striped scalloped

ruffle—good quality—

12 to 18 years—

our reg. **\$1.74... 1.28**

Children's Flannelette Skirts—

Clear stripes—scalloped ruffle—

6 to 16 years—

our reg. **\$1.28... .78**

Useful Gifts for Boys

May be well chosen in the Boys' Clothing Section. We suggest these two specials as extremely worth while.

Boys' Pajamas—in heavy nap flannelette—in pink and blue stripes—with or without collars—

one-piece style—sizes 6

to 14 yrs—were **\$1.94... 1.23**

Boys' Blouses—newest colors and patterns in light and medium

Eden cloth—with collars at

attached—sizes 8 to 16 yrs—

were **\$1.94... 1.44**

Everyone's List Calls for

Silk Underthings

or Silk Hose

So we are offering three more special values for Monday and Tuesday buyers.

Glove Silk Pettibloomers

6.32

Were \$8.47

These pettibloomers are especially beautiful ones and exceptionally well made—and come in black and colors. Wouldn't a pair of these make a pretty gift for a girl to give to her girl chum?

Women's All Silk Hose

3.26

Were \$4.17

Full fashioned—black—in all regular sizes. Yes—every woman always wants another pair of fine black silk hosiery.

Emb'd Glove Silk Vests

3.42

Were \$4.57

Tailored and bodice tops—flesh and white.

Women's Full Fashioned

Silk Hose

2.04

Were \$2.97

Black and colors. You cannot go wrong if you give her hosiery. No woman ever had enough pairs to suit her.

What Could Be a Finer Gift Than a Shirt or Blouse Length

Gayly Tied with Ribbon or in Holiday Bow?

Here Are Two Real Bargains in Shirtings

Silk Mixed Madras

yd., **.95**

Were **.175**

A wonderful assortment of colors and patterns. There is a very smart black and white stripe, too. This fabric is 32 inches wide.

\$1.15 Finest Imported Scotch Gingham, yd. .95

Checks—pink, blue, red, lavender, etc., also checks of two tones. A required length of gingham makes a clever gift and a very acceptable one for a mother.

75c Novelty Voiles, yd. .55

Dainty Mexican drawnwork effect between colored silk stripes on white, tan and blue grounds. 36 inches wide. Ideal for a young girl's or child's party dress.

\$1.15 Clever "Stripe Dot" Design Voiles, .74

A large variety of colors—34 inches wide.

87c Silk Mixed Crepe de Chines, .48

A very durable quality—in good color assortment, including light and dark colors—36 inches wide. This plain color crepe de chine makes handsome tailored blouses.

73c Fancy Dress Voiles, .38

Small and large floral patterns on light and dark grounds—a large variety of pleasing patterns.

\$1.25 Silk Mixed Crepes, .98

Gay floral patterns that suggest themselves for flowing negligees and artistic smocks, etc.—many designs and color effects.

87c Mercerized Poplins and Shantung, .67

36 inches wide—in every wanted color.

A Special Gift Table

Shows percales, ginghams, madras, silks, mixed novelties and many other wash fabrics tied in gay ribbons to simplify your Christmas shopping.